

ALGERIAN PEOPLE'S DEMOCRATIC REPUBLIC

**Ministry of Higher Education and
Scientific Research
University of Bejaia**

**وزارة التعليم العالي والبحث العلمي
جامعة عبد الرحمان ميرة بجاية**



**Faculty of Economic Sciences, Commercial Sciences, and Management Sciences Research
Laboratory in Management and Quantitative Techniques (RMTQ)**

PRFU : F01L02UN060120220006

Contribution of lean startup approaches to agile decision-making in social and solidarity business models

PRFU : F01L02UN060120220003

Digitization of organizations: economic, organizational, and performance challenges, case study of a sample of companies in the Bejaia region

ORGANIZING

INTERNATIONAL SEMINAR

(HYBRID)

Business Processes in the Digital Era: Managerial Practices and Responsible Leadership

DECEMBER 3RD-4TH, 2024

CONTEXT

In a constantly evolving global context, management professions play a crucial role in adapting organizations to contemporary challenges. Globalization, increased awareness of environmental and social issues, as well as the emergence of digital technologies, are radically transforming traditional management paradigms.

In the face of these disruptions, it becomes imperative for management professionals to acquire updated skills and innovative strategies to guide organizations towards success, resilience, and innovation (Orieno, Udeh, Oriekhoe, Beryl, & Ndubuisi, 2024). Moreover, digitalization aligns with organizational culture, emerging as a crucial driver of innovation and continuous improvement (Asbari, 2020), while effective change management is identified as essential for navigating organizational transformations (Bayhan & Korkmaz, 2021).

Some authors (Astafeva, Pecherskaya, Tarasova, & Korobejnikova, 2019 and Yuankun, Zhanling, & Jun, 2022) also highlight the growing importance of technology in shaping management strategies, emphasizing its role in promoting efficiency, innovation, and competitiveness. Other research recommends that modern organizations should adopt dynamic, integrated, and technology-focused management approaches (Franco, Guimarães, & Rodrigues, 2023). They underline the importance of fostering inclusive and collaborative cultures, leveraging technology for innovation, and implementing ethical and sustainable management practices.

By reviewing the literature on the main challenges and opportunities related to digitization in the context of business management, the results include: the new strategic role of sourcing management and trends in digital marketing (Zhou, Wang, & Zhang, 2006), the transformation of value creation business models within organizations (Chudaeva, Mantulenko, Zhelev, & Vanickova, 2019), and the monitoring of social capital and innovation optimizing the collection, processing, and utilization of information from urbanized information systems following their digitization (Landier, 2018). In this regard, the seminar serves as a platform for discussion between academic researchers and professionals to address these questions: how do management professions adapt to and anticipate digital transformation to guide organizations towards success, resilience, and innovation? What are the specific challenges and opportunities of digitization in various aspects of business management, and how can Algerian organizations engage in this dynamic?

The seminar provides a relevant platform to explore these challenges and opportunities. Firstly, by facilitating knowledge exchange and skills enhancement in management through the sharing of experiences among countries, it will enable professionals to adapt to the best international practices. Additionally, by highlighting the new leadership and management models required in a digital environment, it offers a thorough reflection on the skills and approaches needed to address contemporary challenges.

SEMINAR'S OBJECTIVES

The objectives are precisely

- To enhance management skills by leveraging experiences from other countries.
- To analyze the new leadership and management models required in a digital environment.
- To examine the challenges and opportunities of digitization in operations management.
- To enrich academic research with new managerial practices and emerging industry professions.
- To highlight the challenges and potentialities of Algerian businesses in implementing artificial intelligence tools.

SEMINAR'S AXES

The proceedings of this seminar focus on six crucial research axes aimed at understanding and anticipating these changes.

Axis 1. Digital Transformation of Organizations in Decision-Making Processes

This axis addresses the challenges and opportunities related to the adoption of technologies such as artificial intelligence, data analysis, and automation, and how these elements are changing the very nature of decision-making in organizations.

Axis 2. Financing of Organizations

This axis aims to explore traditional and emerging financing models, venture capital trends, as well as the implications of investment fluctuations on organizational growth.

Axis 3. Digital Marketing

This axis is addressed to analyze how organizations leverage digital marketing tools to reach their target audience, develop their brand image, and consider challenges related to social responsibility and reputation.

Axis 4. Adaptation of Business Models and Marketing Strategies

This axis aims to analyze marketing strategies that exploit opportunities resulting from openness in Free Trade Zones (FTZs), with the objective of strengthening the competitive position of organizations. It also aims to consider the necessary adjustments in business models to meet the specific demands of FTZ markets.

Axis 5. Sustainability and Social Responsibility in Logistics

This axis addresses sustainable practices in transportation, storage, and distribution management, accompanied by the evaluation of the impact of logistical decisions on sustainable development goals, as well as the increasing expectations regarding corporate social responsibility.

Axis 6. Innovation and Search for Ecological Solutions

This axis explores innovation efforts focused on the development of technological solutions, products, and services that are environmentally friendly. It also examines intersectoral collaborations and research partnerships aimed at promoting the development of eco-innovative solutions.

PARTICIPATION REQUIREMENTS

- The length of the paper should not exceed 20 pages and should be no less than 15 pages, using 1.5 line spacing and Times New Roman font size 12.
- Contributions must be written according to accepted scientific methodology (APA).
- Seminar Participation Languages: French, English, and Arabic;
- Each study must include two abstracts in the language of participation and in English;
- In each participation, the number of participants must not exceed two (02).

N. B. Only papers that have not already been presented at other scientific events will be considered.

- That the proposal aligns with at least one of the seminar's axes and objectives.
- Proposals including practical cases will be given priority.
- The best papers will be published in a collective work after reassessment.

AGENDA AND CONTACT INFORMATION

Submission deadline for abstracts: **July 30, 2024**

Notification of acceptance: **September 25, 2024**

Deadline for submission of full papers for accepted communications: **November 26, 2024**

Seminar email address: pm.digital@univ-bejaia.dz

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